

CLAIM LISTING

This listing of claims will replace all prior versions and listings of claims in the instant application:

1. (Currently Amended) A method of establishing in a data processing system capable of being linked to the internet a hierarchically structured store web site for use on the internet comprising:

establishing in the data processing system:

~~a base store site module having at least one entry port for communication with the internet; and~~

~~at least one child module of the base store site module having an entry port; [[and]]~~

~~the entry port of the base store site module being linked to the entry port of the child module for passing control from the base store site to the child module~~

wherein the at least one child module has at least one entry port, and the base store site module has at least one entry port and at least one exit port for communication with the internet, at least one entry port of the child being linked to at least one entry port of the base module;

wherein the at least one of child module has a plurality of exit ports, and at least some of the plurality of exit ports of the child module are linked to one exit port of the base store site module;

wherein the at least one child module comprises at least one among a store front (page) module, a shopping (area) module, a customer service (area) module, an information (area) module, and an auction (area) module

wherein the at least one exit port of the base store site module is available for linking with an exit port of a child module.

2.-10. (Cancelled)

11. (Currently Amended) A system for a hierarchically structured store web site for use on the interest comprising:

means for a base store site module ~~having at least one entry port for communication with the internet~~; and,

means for at least one child module of the base store site module ~~having means for an entry port~~;

~~means for the entry port of the base store site module being linked to the entry port of the child module for passing control from the base store site to the child module~~

wherein the at least one child module has at least one entry port, and the base store site module has at least one entry port and at least one exit port for communication with the internet, at least one entry port of the child being linked to at least one entry port of the base module;

wherein the at least one of child module has a plurality of exit ports, and at least some of the plurality of exit ports of the child module are linked to one exit port of the base store site module;

wherein the at least one child module comprises at least one among a store front (page) module, a shopping (area) module, a customer service (area) module, an information (area) module, and an auction (area) module

wherein the at least one exit port of the base store site module is available for linking with an exit port of a child module.

12. (Currently Amended) A computer program product directly loadable into the internal memory of a digital computer, comprising software code portions for performing the steps of any one of claim 1 to claim 10 when said product is run on a computer;

establishing in the data processing system:

a base store site module; and

at least one child module of the base store site module

wherein the at least one child module has at least one entry port; and the base store site module has at least one entry port and at least one exit port for communication with the internet, at least one entry port of the child being linked to at least one entry port of the base module;

wherein the at least one of child module has a plurality of exit ports, and at least some of the plurality of exit ports of the child module are linked to one exit of the base store site module;

wherein the at least one child module is selected from the set comprising: a store front (page) module, a shopping (area) module, a customer service (area) module, an information (area) module, and an auction (area) module.

wherein the at least one exit port of the base store site module being available for linking with an exit port of a child module.